

# **Exhibit A**



**CMG WORLDWIDE**

*Representing the World's Greatest Legends*

***Via Facsimile  
Confirmation Via First-Class Mail***

March 4, 2004

Mr. Len Reiter  
President  
BRADFORD LICENSING ASSOCIATES  
209 Cooper Avenue Suite 1  
Montclair, New Jersey 07043

**Re: *Unauthorized Use of Marilyn Monroe***

Dear Mr. Reiter:

CMG Worldwide, Inc., ("CMG"), is the exclusive, worldwide agent for Marilyn Monroe, LLC, proprietor of certain trademark rights, the right of association and sponsorship and right of publicity in and to the Marilyn Monroe name, image, and likeness.

We have learned that Bradford Licensing Associates is claiming to represent the rights of Marilyn Monroe. Your fraudulent representation of Marilyn Monroe is interfering with various business relationships and is causing harm to CMG, Marilyn Monroe, LLC, and its licensees. Furthermore, Bradford Licensing Associates is offering merchandise for sale featuring the image of Marilyn Monroe, which is in contravention to the aforementioned rights.

This letter therefore represents a formal demand that your company immediately cease and desist from engaging in activities which conflict with CMG's exclusive right to represent Marilyn Monroe, LLC. We also demand that your company immediately cease and desist from licensing or selling any good which implicates the rights of our client and that you further provide an accounting detailing the merchandise sold to date. Be advised that a fee will be required to absolve your company for its wrongful conduct and to compensate CMG and our client from the substantial harm it has suffered as a result of your illegal activities.

We prefer to resolve this matter in an amicable fashion. To that end, we will expect your acknowledgment and response within two business days of your receipt of this letter, confirming your company's willingness comply with our demands. Should you fail to do so, be advised that CMG is prepared to utilize all legal avenues available to ensure that its rights and the rights of Marilyn Monroe, LLC are adequately protected.

**Los Angeles**  
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Nothing contained herein or omitted herefrom constitutes a waiver of any of the rights or remedies at law or in equity of Marilyn Monroe, LLC and CMG Worldwide, Inc., all of which are hereby expressly reserved.

Respectfully,

A handwritten signature in black ink, appearing to read 'Wesley A. Zirkle', is written over a circular stamp or seal.

Wesley A. Zirkle  
Corporate Counsel

cc: Mark A. Roesler, Esq., Chairman & CEO  
Jonathan L. Faber, Esq., President  
Marilyn Monroe, LLC